



## 16<sup>th</sup> China International Building Decorations & Building Materials Exposition

**BUILD +DECOR 2009**

**Dates:** 4<sup>th</sup>-7<sup>th</sup>, Mar. 2009

**Venue:** China International Exhibition Center (New Venue), Beijing

**Show Area:** 100,000 sqm

**Estimated Attendees:** 100,000

### **Thematic Exhibitions:**

Ceramics, Kitchen & Bath China

The 16<sup>th</sup> China International Doors & Decorative Hardware Exhibition

The 7<sup>th</sup> China International Wallpaper & Decorative Textile Expo

China International Stone Products and Equipment Exposition

The 10<sup>th</sup> China International Exhibition on Windows, Curtain walls & Ceilings

The 9<sup>th</sup> China International Cabinet, Partition, Stair & Wooden Products Exhibition

The 6<sup>th</sup> China International Roof Systems, Wall Materials & Villa Materials Fair

### **Sponsors:**

China Council for the Promotion of International Trade (CCPIT)

China Building Decoration Association (CBDA)

China International Exhibition Center Group Corporation (CIEC GROUP)

### **Organizers:**

CIEC Exhibition Co., Ltd.

China B & D Exhibition Co., Ltd.

### **China's platform for the building decoration community**

Build+Decor, one of the largest and most comprehensive fairs on building decoration materials in North China, has enjoyed a great reputation for its specialization and positive outcome, and maintained popularity among professional visitors both at home and abroad. It is an ideal meeting place for effective exchanges between exhibitors and visitors to find out the latest products, trends, and innovations. It is believed that there will be 100,000 estimated attendees coming to Build+Decor 2009, covering all the segments of the industry, including building decoration companies, designers, architects, contractors, distributors, real estate developers, government purchasers, etc.

## New venue, New Look

The coming show will be staged at the new venue of CIEC, which is a modern and well-facilitated exhibition center, providing much larger show area and more professional service for the International trade show. The new-look Build +Decor will surely boast more high quality exhibitors and visitors, deliver more businesses-to-business opportunities with prospects, and customers for critical face-to-face communication with the targeted audience.

## Most dynamic market in Asia

Recent years have witnessed a great economic growth in China, which has also brought huge market demands for building materials and decorations.

- Never-cool-down fever in real estate industry
- Constant development of architectural engineering industry, especially those large-scale projects
- The total output was over one trillion RMB; by the end of 2010, the annual output will have reached 2.1 trillion RMB, anticipated.

## Build +Decor 2008 fact sheet:

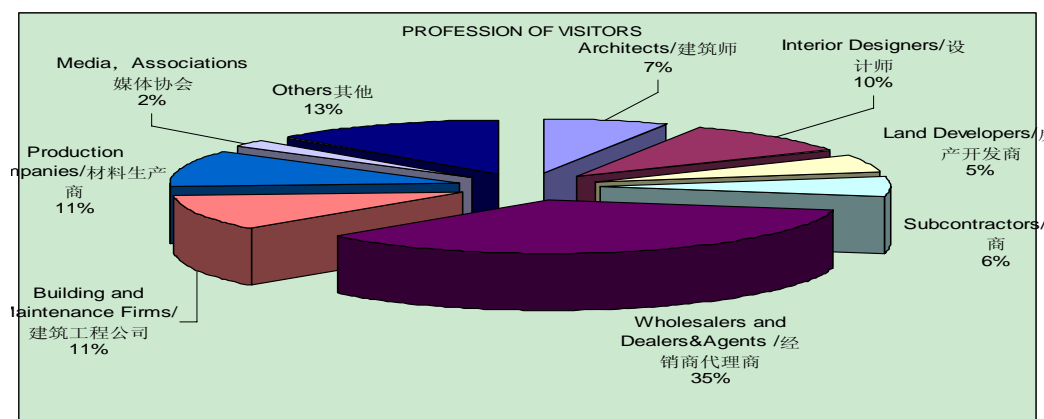
\*87856 high quality trade visitors (15% more than 2007)

\*Visitors from 74 countries and 30 regions of mainland China

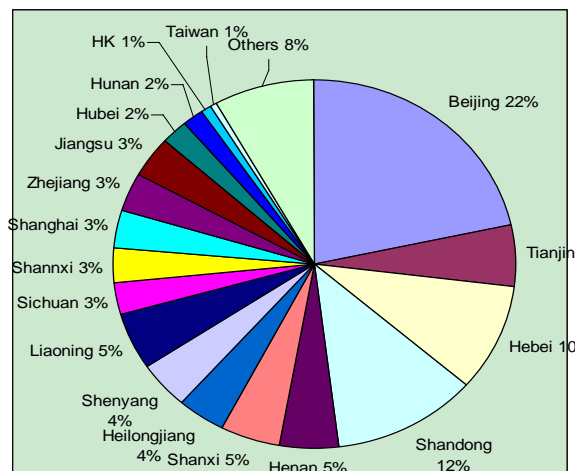
\* More than 1,300 exhibitors from 24 countries with extreme satisfaction(30% more than 2007)

\*62530 sqm exhibition space full of latest innovations and products

## Visitor structure by business categories



**Domestic visitors from 31 Chinese provinces**



**Build + Decor 2008 has attracted many thousands of visitors from abroad.**

- Asia 41%
- Europe 18%
- Southeast Asia 14%
- North America 10%
- Middle East and North Africa 9%
- Australia and Pacific 5%
- Central and south America 2%
- Africa 1%

**The satisfaction surveys confirm the growth of the show:**

Fact: 80% of visitors rated Build +Decor 2008 as good or excellent

Fact: 92% of visitors stated that they would recommend Build+ Decor to the others

Fact: 80% of visitors stated that visiting Build+Decor was important or very important to their business

**Exhibition profile:**

- Doors, Windows & Ceilings
- Stone Products
- Interior Participations & Cabinets
- Decorative Textiles, Wall Papers & Art Glass
- Construction Materials, Structures & Equipment
- Building Technologies & Managements
- Bathroom & Kitchen Facilities
- Ceramics, Tiles & Sanitary Ware
- Paint & Coating
- Energy-Saving Solutions

**All-round promotion strategies:**

Build-Decor 2009 will put forward an effective and feasible communication plan, which will accumulate a great advertising backup force for the exposition.

● [www.build-decor.com](http://www.build-decor.com)

- information about the show and the markets
- regularly updated in 2 languages (Chinese, English)
- the exhibitors will be kept in the Build + Decor exhibitor list for two years. Both the online database and the exhibition catalogue are important references for the industry.

